

Card Display Unit

Abstract

A method of advertising and generating advertising business is provided. The method includes the step of providing a display unit for displaying a plurality of display objects, such as business cards. Members of the public may leave their own business cards in the display unit for advertising their own product or service. Next a display manager collects lead information about the member of the public or his or or organization that was voluntarily left by members of the public in the display unit. Next the display manager contacts the potential client based on information left in said display unit by the potential client. The invention also includes a display unit for displaying business cards. The display unit includes a transparent mounting plate, a plurality of business card holders, and a graphic. Horizontally adjacent business card holders, each capable of holding a stack of business cards, are spaced from each other with sufficient spacing so that the graphic can be seen in the spacing.